

**POSITION DESCRIPTION**

DOA-15302 (C07/2015)  
PREVIOUSLY OSER-DMRS-10  
State of Wisconsin  
Department of Administration/Division of Personnel Management

**Rvsd 4/3/19**

1. Position No. <b>314659</b>		2. Cert / Reclass Request No. <b>19-8128</b>	3. Agency No. <b>566</b>
4. NAME OF EMPLOYEE	5. DEPARTMENT, UNIT, WORK ADDRESS Wisconsin Department of Revenue Lottery Division Product Development & Marketing Bureau Marketing & Player Relations Section Marketing Communications Unit 2135 Rimrock Road Madison, WI 53714		
6. CLASSIFICATION TITLE OF POSITION <b>Marketing Specialist - Senior</b>			
7. CLASS TITLE OPTION (to be filled out by Human Resources Office)	8. NAME AND CLASS OF FORMER INCUMBENT <b>Randy Duxbury, Marketing Specialist - Senior</b>		
9. AGENCY WORKING TITLE OF POSITION <b>Digital Marketing Specialist</b>	10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES		
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR <b>David Brauer Lottery Supervisor</b>	12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?		

13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? [ ] Yes [X] No  
IF YES, COMPLETE AND ATTACH A SUPERVISORY POSITION ANALYSIS FORM.

14. POSITION SUMMARY – PLEASE DESCRIBE BELOW THE MAJOR GOALS OF THIS POSITION:

**SEE ATTACHED**

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION

- GOALS: Describe the major achievements, outputs, or results. List them in descending order of importance.
- WORKER ACTIVITIES: Under each goal, list the worker activities performed to meet that goal.
- TIME %: Include for goals and major worker activities.

TIME %	GOALS AND WORKER ACTIVITIES	(Continue on attached sheets)
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**SEE ATTACHED**

16. SUPERVISORY SECTION - TO BE COMPLETED BY THE FIRST LINE SUPERVISOR OF THIS POSITION

- a. The supervision, direction, and review given to the work of this position is [ ] close [ ] limited [X] general.  
b. The statements and time estimates above and on attachments accurately describe the work assigned to the position.

Signature of first-line supervisor \_\_\_\_\_ Date \_\_\_\_\_

17. EMPLOYEE SECTION - TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position.

Signature of employee \_\_\_\_\_ Date \_\_\_\_\_

18. Signature of Human Resources Manager \_\_\_\_\_ Date \_\_\_\_\_

POSITION SUMMARY (Line 14)

This position is responsible for developing, maintaining and executing procedures for the Lottery's Lottoview statewide program. The Lottoview is a player-facing, dynamic digital display screen that allows the Lottery to provide timely product information and other marketing messages and public service announcements directly to Lottery players. The Lottery Division is the only entity in the State of Wisconsin that has these devices. The Lottery currently has approximately 3700 retailers, each one with a Lottoview device prominently displayed at their location. With product information campaigns being executed on a regular basis, this position is responsible for ensuring that the network of Lottoview devices are programmed properly and the programs are kept fresh and aligned with Lottery marketing goals and within Statutory requirements.

This position takes the lead role in the Lottery's website marketing efforts and acts as liaison between the Lottery, Department information technology staff, the gaming system vendor and the product information (advertising) vendor in coordination of communications relative to marketing initiatives. This position will also coordinate and lead the Lottery's mobile marketing efforts, social media activities and provide video support as needed.

Work is performed under the general supervision of the Marketing Communications Unit Supervisor.

TIME % GOALS AND WORKER ACTIVITIES (Line 15)

- 45% A. Coordination, planning and execution of the Lottery's Lottoview digital display program; taking into account the complexity and size of the Lottoview network around the state and its impact on Lottery sales.
- A1. Develop and schedule digital marketing campaigns including design of supporting graphics for distribution on the Lottoview devices.
  - A2. Develop and implement the design elements strategies, processes, and procedures used to manage the Lottoview devices, and contribute to the development of related policies.
  - A3. Maintain a calendar of upcoming Lottoview programs.
  - A4. On an on-going basis, using creative and analytical thinking, work with other Lottery staff to develop ideas for Lottery messages to place on Lottoview devices to inform players of Lottery games and activities.
  - A5. Act as liaison with the gaming system vendor to ensure the Lottoview program is maximized.
  - A6. Act as liaison with the product information vendor in creation of graphics files for presentation on the Lottoview devices.
  - A7. Oversee the day-to-day operation of the Lottoview program and provide a thorough and accurate assessment of problems, including recommendations to resolve/correct the problems.
  - A8. Using analytics and metrics, monitor and analyze on-going program results and make recommendations for improvement of program.
  - A9. Communicate (including visual design) with other Lottery staff on those Lottoview marketing initiatives impacting their functions.
  - A10. Conduct strategic research and analysis on the digital display programs in other lottery jurisdictions and other relevant industries to benchmark against the existing Lottery program.
- 20% B. Lead the Lottery's player website maintenance efforts.
- B1. Take the lead role in the Lottery's player website marketing.
  - B2. Coordinate with other Lottery staff to implement marketing initiatives on the website.
  - B3. Establish processes and procedures for making changes to the player website.
  - B4. Work with Lottery and vendor staff in making timely changes to the website.
  - B5. Communicate player website plans and goals to other Lottery staff.
- 15% C. Coordination of the Lottery's mobile marketing efforts and provision of input for social media activities.
- C1. Keep abreast of new social media platforms and online marketing trends, making recommendations for the continued improvement of the Lottery's digital marketing strategy as appropriate.
  - C2. Oversee the planning, implementation and ongoing maintenance of Lottery apps.
  - C3. Work in coordination with other Lottery staff in the development of social media initiatives.
  - C4. Execute daily social media posts and monitor comments/questions.
  - C5. Maintain contact with other lotteries to develop a knowledge of their social media activities.

- C6. Communicate mobile marketing plans and social media initiatives to other Lottery staff.
  - C7. Gather, organize, and create analytic reports based on key metrics used to evaluate the effectiveness of the Lottery's social media activities to improve future posts and campaigns.
  - C8. Coordinate with Department Legal staff to create and enforce social media policies, guidelines, and procedures which are used to moderate social media content to ensure our players are receiving accurate information in a safe social media environment.
- 10% D. Development and coordination of visual elements of placement in retailer and player messaging.
- D1. On an on-going basis, work with other Lottery staff to develop ideas for Lottery messages to place on equipment and tickets to inform retailers and players of Lottery activities.
  - D2. Create messages and receive management approval. This may include working with the product information vendor and other vendors.
  - D3. Coordinate with Lottery staff and vendors to ship, receive and distribute messages on applicable retail equipment.
  - D4. Assist with video production and placement as needed.
- 10% E. Other duties as assigned by Marketing Communications Unit Supervisor.
- E1. Provide input on design and content of Lottery player focused materials.
  - E2. Provide input to the Player Relations Unit, including directly addressing player questions and concerns related to Lottery products.
  - E3. Participate in meetings to implement new initiatives related to Lottery marketing.
  - E4. Assist the Player Relations Unit in answering phone calls, emails, and internet inquiries from players with information about Lottery policies, games, problems with payments, etc.
  - E5. Any other projects as assigned by the Marketing Communications Unit supervisor.

#### KNOWLEDGES, SKILLS AND ABILITIES

1. Ability to communicate effectively orally and in writing.
2. Effective team building and participation skills.
3. Creative and analytical abilities.
4. Ability to analyze quantifiable metrics.
5. Knowledge of the principles of graphic design.
6. Skills in organization and prioritization.
7. Skills in the use of Microsoft Office suite (Word, Excel, PowerPoint, Outlook).
8. Skills in Adobe Creative Suite (Photoshop, InDesign and Illustrator)
9. Knowledge of contemporary marketing principles and practices.
10. Skill in website content management and maintenance.
11. Advanced knowledge and skills with the internet and social media maintenance and best practices.
12. Knowledge of Lottoview Toolkit software.
13. Skills and abilities in the production of written materials for public consumption.
14. Ability to work under deadline pressure.
15. Ability to maintain timelines on projects with many interrelated parts.
16. Ability to work and complete tasks independently.
17. Ability to develop and maintain effective working relationships with Lottery staff within the division, in other division, vendor staff, and a wide variety of customers.
18. Ability to be detail orientated.
19. Knowledge of the lottery industry.
20. Knowledge of statutory requirements, state guidelines, and department policies and procedures relative to the Lottery, especially those relating to product information.
21. Ability to solve problems in a rational, systematic manner resulting in sound and logical solutions acceptable by others.
22. Ability to develop and implement processes and procedures.
23. General knowledge of State Statute 565 (State Lottery), and Administrative Code chapters Tax 61 (Retailers), Tax 62 (Major Procurements), Tax 63 (Nonprofit Organization Retailers).
24. Skills in producing and placing video content for public consumption.